

### **SENIOR PUBLIC INFORMATION OFFICER**

**DEFINITION:** Under general supervision, performs work of moderate difficulty in researching, administering, and coordinating a wide range of public relations activities; performs related work as assigned.

**ESSENTIAL FUNCTIONS:** This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

#### **TASKS:**

Researches, develops, writes and coordinates a media campaign for one or more departments or programs; coordinates associated public relations activities; researches, outlines and prepares speeches; furnishes information and photographs for weekly press, periodicals, radio, television, education and training use; develops and coordinates the illustration and printing of publications.

Prepares, reviews, edits, and presents news conferences, releases, newsletters, publications, and scripts; advises constituents concerning public relations aspects of policies, practices, procedures, programs, and actions; produces news and public service and educational programs for radio and television; recruits and arranges public appearances with subject experts, elected officials, dignitaries, and other individuals; assists in conference, convention and special event arrangements; prepares requested reports.

#### **KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:**

Knowledge of public or government organizational processes involving methods and practices of public administration and management compliances.

Knowledge of current principles, techniques and objectives of public information and relations programs.

Knowledge of electronic news gathering techniques and broadcast industry standards.

Knowledge of legislative and economic issues affecting the Navajo Nation.

Skill in producing written documents using proper news style, sentence structure, grammar and punctuation.

Skill in evaluating and editing the content, structure and format of a range of written material.

Skill in developing design and layout of materials to be published.

Skill in applying judgment in the release of confidential information.

**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:** Work involves a minimum of physical effort in an office setting.

#### **MINIMUM QUALIFICATIONS:**

- A Bachelor's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field; and three (3) years of experience in journalism, mass media communications, or public relations.

#### **PREFERRED QUALIFICATIONS:**

- A Master's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field.
- Proficient in Microsoft Office software or other computer applications.
- Public relations experience.

#### **SPECIAL REQUIREMENTS:**

- Possess a valid state driver's license.

THE NAVAJO NATION

Class Code: 2040  
Information Management and Presentation Series  
Communication and Liaison Group  
Overtime Code: Non-Exempt  
Pay Grade: 64

**SENIOR PUBLIC INFORMATION OFFICER**

Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.